

Abstract of the Invention

2 The present invention is an on-request service
3 precluding unwanted solicitation of electronic messages.
4 More specifically, an environment is created whereby a user
5 may request information in desired categories, customize
6 each request with respect to the amount of information
7 wanted, the active duration of such request, the device or
8 IP address(es) to which to deliver such information and
9 other user-specified preferences. Further, an advertiser
10 may respond to the request by providing the sought after
11 information by way of the service, and may, in turn, define
12 requirements and specifications related to budget, time
13 period, response goals, etc. The system operates on the
14 basis of subscriber and supplier having active requests and
15 historical record of requests and fulfillment managed as
16 Information Accounts.